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GUIDELINES FOR PURPOSEFUL AND RESPONSIBLE USE OF GENERATIVE ARTIFICIAL INTELLIGENCE

I. BACKGROUND

- A. The rapid advancement of generative artificial intelligence (AI) has the potential to transform business processes, changing how employees perform their work and potentially improving efficiency. These technologies also pose new and challenging considerations for implementation.
- B. These guidelines are meant to encourage **purposeful and responsible use** of generative AI to support business outcomes, and ensure the ethical, transparent, accountable, and responsible implementation of this technology.
- C. This document serves as an initial framework for the responsible and ethical use of generative AI technologies at the PUD. Recognizing the rapidly evolving nature of AI, these guidelines will be periodically reviewed and updated to align with emerging technologies, challenges, and use cases.

II. DEFINITION

- A. [Generative Artificial Intelligence \(AI\)](#) is a technology that can create content that includes text, images, audio, or video, when prompted by a user. Generative AI systems learn patterns and relationships from massive amounts of data, which enables them to generate new content that may be similar, but not identical to the underlying training data. The systems generally require a user to submit

prompts that guide the generation of new content. (Definition [from U.S. Government Accountability Office Science and Tech Spotlight: Generative AI](#))

III. PRINCIPLES

A. The PUD would like to follow the principles in the [NIST AI Risk Framework](#), which serves as the basis for the guidelines in this document. A foundational part of the NIST AI Risk Framework is to ensure the trustworthiness of systems that use AI. The guiding principles are:

1. **Safe, secure, resilient and valid:** AI should be used with safety and security in mind, minimizing potential harm and ensuring that systems are reliable, resilient, and controllable by humans. The user should ensure AI use produces accurate and valid outputs and demonstrates the reliability of system performance.
2. **Privacy and Data Protection:** AI, when used, should respect user privacy, ensure data protection, and comply with relevant privacy regulations and standards. Privacy values such as anonymity, confidentiality, and control generally should guide choices for AI system design, development, and deployment. Privacy-enhancing AI should safeguard human autonomy and identity where appropriate.
3. **Accountability and Responsibility:** As public stewards, we should use generative AI responsibly and be held accountable for the performance, impact, and consequences of its use in our work.
4. **Transparency and Auditability:** Acting transparently and creating a record of AI processes can build trust and foster collective learning. Transparency reflects the extent to which information about an AI system and its outputs is available to the individuals interacting with the system. Transparency answers “what happened” in the system.
5. **Explainable and Interpretable:** The end user should ensure AI use in the system can be explained, meaning “how” the decision or result was determined. Interpretability of a result means the user can answer the “why” for a decision made by the results, and its meaning or context to the user.

IV. GUIDELINES

A. Fact-Checking, Bias Reduction, and Review.

1. All content generated by AI must be reviewed and fact-checked, regardless of its purpose. PUD users generating content with AI systems should verify that the content does not contain inaccurate or outdated information and potentially harmful or offensive material.
2. When consuming AI-generated content, be mindful of the potential inaccuracies that may be present.

B. Disclosure and Attribution.

1. AI-generated content used in an official capacity should be clearly labeled as such, and details of its review and editing process (how the material was reviewed, edited, and by whom) should be provided. This allows for transparent authorship and responsible content evaluation.
2. Sample disclosure line for MEMOS: *“This memo was summarized by Google Bard using the following prompt: Summarize the following memo: (memo content). The summary was reviewed and edited by [insert name(s)].”*
3. Sample disclosure line for CALCULATIONS: *“These calculations were generated by ChatGPT4.0.”* Possibly reference the question posed to the tool.

C. Sensitive or Confidential Data.

1. Employees are strongly advised not to integrate, enter, or otherwise incorporate any non-public data/or PII into publicly accessible generative AI systems (e.g., ChatGPT, Claude, Anyword, Mem, Shortwave). The use of such data could lead to unauthorized disclosures, legal liabilities, and other consequences.
2. Contact your manager or security team for assistance if any questions on what should not be inserted in a chat field.
3. Similarly, where non-public data is involved, employees should not acquire generative AI services, enter into service agreements with generative AI vendors, or use open-source AI generative technology unless they have undergone a Review and received prior written authorization from the relevant authority/management. (Referred by ChatGPT4.0)

4. Additionally, be aware that using a generative AI system may result in creating a public record under Washington State's Public Records Act. Contact your manager or security team for more information.

D. **Generative AI Usage Scenarios and Dos and Don'ts** (referenced from Gemini). Below are several usage scenarios alongside some DO's (Best Practices) and DON'Ts (things to avoid):

1. Rewrite documents in plain language for better accessibility and understandability.
 - a. **DO** specify the reading level in the prompt, use readability apps to ensure the text is easily understandable and matches the intended reading level, and review the rewritten documents for biases and inaccuracies.
 - b. **DON'T** include sensitive or confidential information in the prompt.
2. Condense longer documents and summarize text.
 - a. **DO** read the entire document independently and review the summary for biases and inaccuracies.
 - b. **DON'T** include sensitive or confidential information in the prompt.
3. Draft documents.
 - a. **DO** edit and review the document, label the content appropriately (see **"Disclosure and Attribution"** above), and remember that you and the District are responsible and accountable for the impact and consequences of the generated content.
 - b. **DON'T** include sensitive or confidential information in the prompt or use generative AI to draft communication materials on sensitive topics that require a human touch.
4. Aid in generating image, audio, and video content for more effective communication.
 - a. **DO** review generated content for biases and inaccuracies and engage with your communication department before using AI-generated audiovisual content for public consumption.
 - b. **DON'T** include sensitive or confidential information in the prompt.

5. Automate responses to frequently asked questions from customers (e.g., in customer support chatbots).
 - a. **DO** implement robust measures to protect customer data.
 - b. **DON'T** use generative AI as a substitute for human interaction or assume it will perfectly understand customers' queries. Provide mechanisms for customers to easily escalate their concerns or seek human assistance if the AI system cannot address their needs effectively.

V. **ACKNOWLEDGMENTS**

- A. The principles presented here are distilled from various documents outlining principles for responsible AI use, such as the [NIST AI Risk Management Framework](#); the [Blueprint for an AI Bill of Rights](#). The guidelines presented here draw inspiration from the previously published Generative AI guidelines by the City of Seattle, Jamestown S'Klallam Tribe, and Snohomish PUD.